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©J&P NEW ROSE, "WORLD'S FAIR"

THE WORLD'S FAIR ROSE GARDEN

*Executed and Maintained by
Jackson & Perkins Company
The World's Largest Rose Growers*

NEWARK, NEW YORK STATE, U. S. A.



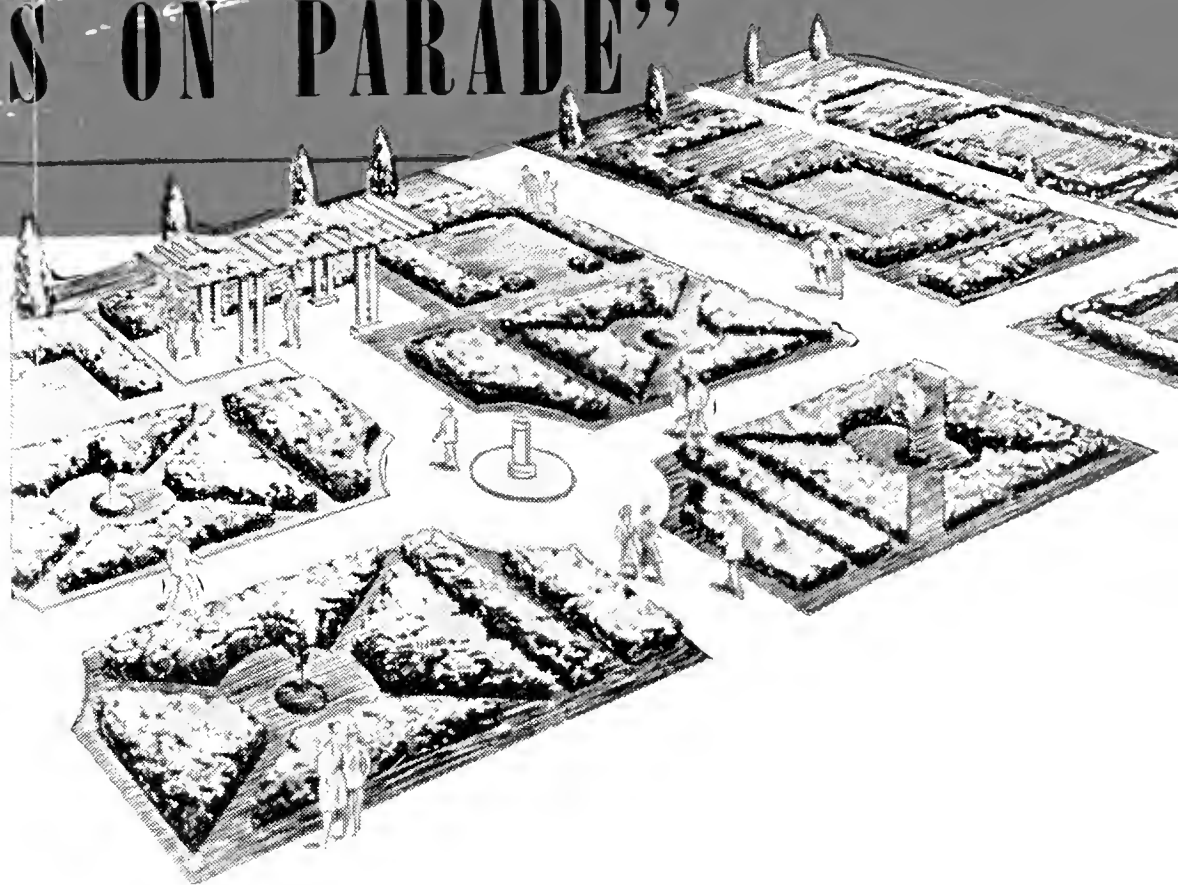
Provided by 7500 Beautiful Plants in "ROSES ON PARADE"

© N.Y.W.F.

Executed and Maintained by the World's Largest Rose-Growers

Never before have so many lovely Roses—the latest creations of both American and European hybridizers—provided such a lavish display of colors and varieties. "Roses on Parade," a section of the Horticultural Exhibit of the New York World's Fair, is aptly described as the most colorful Rose-garden of the century. It provides the perfect setting for the enjoyment of more than 250 varieties of Roses from 18 different countries—truly an International Rose-Garden.

Jackson & Perkins, the world's largest Rose-growers, and creators of "Roses on Parade," have been in the nursery business for 65 years. You are invited to visit J. & P.'s extensive test and display gardens at Newark, New York State, near Rochester. There you will see 20,000 Rose plants in over 3,000 varieties, including test plantings of



thousands of unnamed varieties from which will be selected the Roses of the future, and fields of over a million growing Rose plants.

J. & P. Roses are known the world over. Now, because of insistent demands from the public, a retail department has been added. You may now obtain these Roses from your local dealer or direct from Jackson & Perkins Company, as you may prefer. *The terms:* Please send cash with order or prior to shipping-time. Shipments prepaid east of Mississippi River; beyond that, add 15 per cent.

Write for FALL CATALOG

If you wish our new Fall 1939 Catalog, write Jackson & Perkins Company, Department WF, Newark, New York State. Our Fall Catalog will contain detailed descriptions and illustrations in color of the new Rose creations and the best of the older varieties. Also helpful information on planting.

LOOK FOR THIS LABEL

Jackson & Perkins' New Roses are guaranteed for your protection. This label is your guarantee of the genuine.



None Genuine
Without This Tag



WORLD'S FAIR
(Pat. pend.)

Striking red blooms
in large clusters.

Each \$1.00
\$10 dozen

© J. & P.



FLORIBUNDA

*A new class of roses acclaimed by
World's Fair Visitors*

Other Floribunda Roses

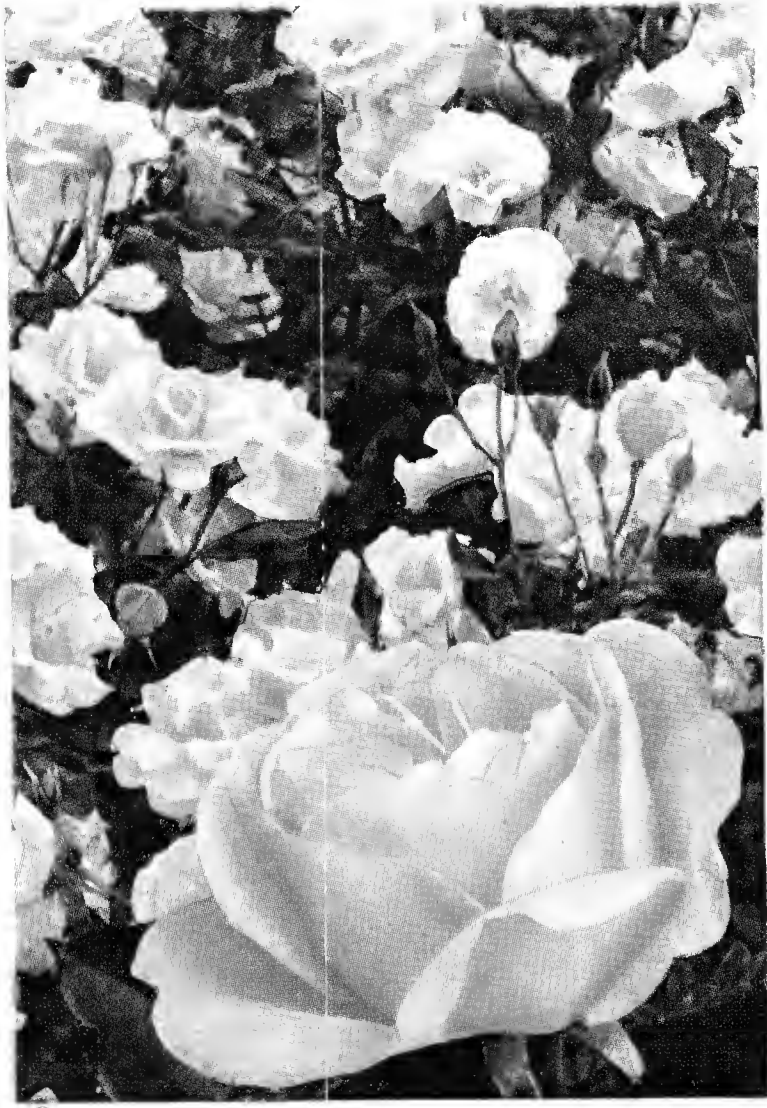
WORLD'S FAIR. (Pat. pend.) (Illus- trated on cover and preceding page)	Each \$.51 00	Dozen \$10 00
CARILLON. (Pat. 136.) Deep coral Floribunda <i>par excellence</i>	85	8 50
ANNE POULSEN. (Pat. 182.) Bril- liant scarlet blossoms.....	75	7 50
ROCHESTER. (Pat. 131.) Continuous bloomer. Blossom colored like orien- tal pearl.....	85	8 50
PERMANENT WAVE. (Pat. 107.) Wavy red blooms. A novelty from Holland.....	75	7 50
VISCOUNTESS CHARLEMONT. (Propagation rights reserved.) Salmon- rose buds shade off into satiny rose- pink.....	1 00	10 00
SUMMER SNOW. (Propagation rights reserved.) Produces lovely clear white blooms.....	85	8 50
WHITE AACHEN. Buff-yellow buds open into pure white, double blossoms.	75	7 50
JOYOUS. (Pat. pend.) Flowers semi- double, deep rose-pink.....	1 00	10 00
HOLSTEIN. (Pat. pend.) Large clus- ters; single; dark red.....	1 00	10 00
GRUSS AN AACHEN. Produces soft salmon-pink and white double blossoms.	75	7 50
PINK GRUSS AN AACHEN. Deep salmon-rose sport of Gruss an Aachen.	75	7 50
GLOIRE DU MIDI. (Pat. 270.) Poly- antha. Orange-scarlet blossoms with- stand hottest sun.....	75	7 50
CAMEO. Clusters of semi-double, sal- mon-pink blossoms.....	75	7 50

FLORIBUNDAS are a hardy class which meet a long-felt want for Roses especially bred for mass planting. They should be planted in groups of from not less than 3 plants of a kind to 100 or more in beds or shrub borders, where they are more beautiful and permanent than the tender foliage plants. They need not be replaced each season. Floribundas are also ideal as attractive accent or interest points among shrubs, perennials, and evergreens where their persistent flowering provides color all summer. They are noted for their permanence, continuity of bloom and ease of culture and provide long-lasting bouquets.

Winning great acclaim from all World's Fair visitors is this Floribunda Class, featured in the central section of "Roses on Parade." Occupying the place of honor is the new Floribunda Rose, "World's Fair." Illustrated on the outside cover and preceding page, this striking red Rose is as modern and brilliant as World's Fair architecture.



© **DONALD PRIOR.** (Pat. pend.)
Never without rich red blossoms
Each \$1.00; \$10.00 per dozen



© **SMILES.** (Pat. 331.)
A lovely pink variety deserving the name
Each 85 cts.; \$8.50 per dozen



SNOWBANK. (Pat. 279.)
Gold Medal winner. Large flowering; white
Each 85 cts.; \$8.50 per dozen



BETTY PRIOR. (Pat. pend.)
Blossoms like pink dogwood
Each \$1.00; \$10.00 per dozen

SPECIAL FLORIBUNDA GROUP OFFERS FOR ROSE-LOVERS

Price Savings for Quantity Purchases
(Applies to all Floribunda Roses—Make Your Own Selection)

Varieties costing \$1 each.....	3 of a kind \$2 50	25 of a kind \$18 75
Varieties costing 85c. each.....	2 15	15 65
Varieties costing 75c. each.....	1 90	13 75

3 OUTSTANDING GROUP ASSORTMENTS

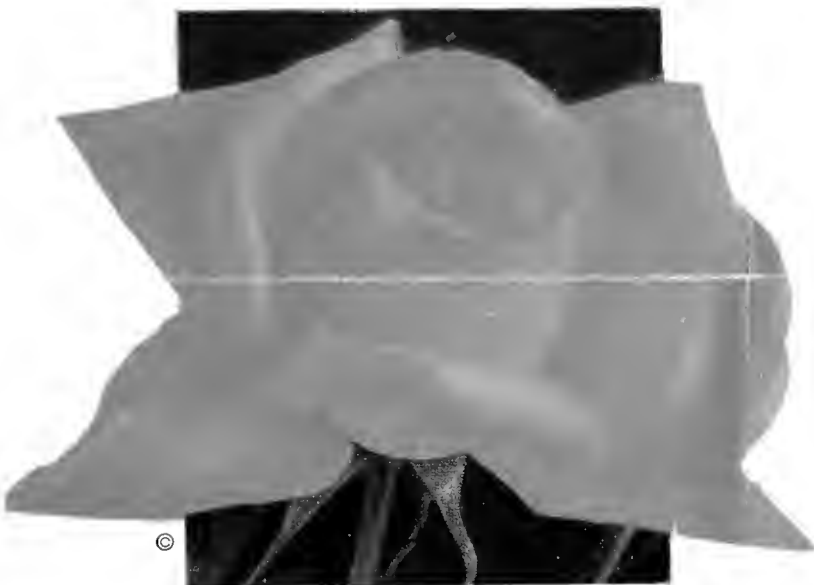
GROUP F1. 3 each Betty Prior, Donald Prior, Snowbank (9 plants), for \$7.15
GROUP F2. 3 each Permanent Wave, Joyous, World's Fair (9 plants), for \$6.90
GROUP F3. 3 each Gruss an Aachen, Pink Aachen, White Aachen (9 plants), for \$5.65.
Shipment prepaid east of the Mississippi River—beyond that, add 15 per cent

NEW ROSE CREATIONS

the Hits of more than 250 Varieties in "Roses on Parade"



DICKSON'S RED (Pat. pend.)
Exhibition scarlet
Each \$1.50; \$15.00 per dozen



ALICE HARDING (Pat. 202.)
Exhibition yellow
Each \$1.50; \$15.00 per dozen



ETERNAL YOUTH (Pat. 332.)
The ultimate in pink Roses
Each \$1.50; \$15.00 per dozen



SATURNIA (Pat. pend.)
Brilliant two-tone
Each \$1.00; \$10.00 per dozen

THE new Rose creations illustrated here are just a few of the many outstanding varieties from far and near quarters of the earth, thrilling visitors to "Roses on Parade." Thousands of flower lovers pause each day to marvel at the beauty of these and other lovely Jackson & Perkins Roses. All have passed rigid tests and proved their worth under actual growing conditions in the United States.

ENJOY THESE LOVELY WORLD'S FAIR ROSES in your own Garden

EXTRA SPECIAL THE "HITS" OF MORE THAN 250 VARIETIES "World's Fair International Twelve"

(ALL THE ROSES ILLUSTRATED ON THIS PAGE)

- "A"** 1 each of the 12 varieties, (regular value \$16.00), postpaid **\$14.00**
"B" 2 each of the 12 varieties, (regular value \$32.00), postpaid **\$27.00**

Group Offers from International Rose-Garden

These group offers are made up from the International Rose-Garden, separated as to the different countries in which they were originated.

- 1 AMERICAN GROUP.** (All originations of J. H. Nicolas.) 1 each of Eclipse, Gloaming, Rocket, Carillon, Miss America, Mrs. Francis King. (Value \$6.10.) Special..... **\$5.10**
2 ITALIAN GROUP. 1 each of Signora, Rome Glory, Eternal Youth. (Value \$4.25.) Special..... **\$3.55**
3 IRISH GROUP. (McGredy's new Irish Roses.) 1 each of McGredy's Sunset, McGredy's Rex Anderson, McGredy's Pink, McGredy's Pride, McGredy's Triumph. (Value \$7.25.) Special.... **\$6.10**
4 FRENCH GROUP. 1 each of Alice Harding, Jean Cote, Mme. Jean Gaujard. (Value \$4.50.) Special..... **\$3.75**
5 1910 GROUP. (Next fall's introductions.) 1 each of Dickson's Red, Hector Deane, Satan. (Value \$4.50.) Special..... **\$3.75**
6 COSMOPOLITAN GROUP. 1 each of Matador, Golden Main, Countess Vandal. (Value \$3.25.) Special..... **\$2.75**

NOTICE: All orders prepaid East of the Mississippi; beyond that, add 15 per cent

Other J. & P. Preferred Roses

	Each	Dozen
ALEZANE. (Pat. 116.) Reddish brown...	\$1 25	\$12 50
AMELIA EARHART. (Pat. 63.) Large straw-yellow blossoms.....	1 25	12 50
BETTER TIMES. (Pat. 23.) Perfect cerise-red blossoms.....	1 00	10 00
CARILLON. (Pat. 136.) Large; brilliant flame passing to coral-pink.....	35	3 50
CRIMSON GLORY. (Pat. 105.) Deep velvety crimson.....	1 25	12 50
FLAMBEAU. (Pat. pend.) Glowing scarlet	1 50	15 00
GOLDEN MAIN. (Pat. 254.) Dandelion-yellow.....	1 25	12 50
GOLDEN STATE. (Pat. 303.) Buff-yellow.	1 50	15 00
HECTOR DEANE. (Pat. pend.) Very fragrant; orange-scarlet.....	1 50	15 00
JEAN COTE. (Pat. pend.) Opulent and fragrant; orange-apricot.....	1 50	15 00
MARY HART. (Pat. 8.) Fragrant; blood-red.....	1 00	10 00
MATADOR. (Pat. 170.) Large; dark crimson.....	1 00	10 00
McGREDY'S PINK. (Pat. pend.) Vigorous; bright pink.....	1 50	15 00
McGREDY'S TRIUMPH. (Pat. 190.) Strawberry, flushed scarlet and orange.	1 25	12 50
MISS AMERICA. (Pat. 264.) Large; flesh-color, suffused with salmon and gold.	1 00	10 00

	Each	Dozen
MME. HENRI GUILLOT. (Pat. pend.) Deep watermelon-pink.....	\$1 50	\$15 00
MRS. FRANCIS KING. (Pat. 253.) Exquisitely fragrant; white, pale gold center.	1 00	10 00
RADIANT BEAUTY. (Pat. 97.) Gorgeous radiant red.....	1 00	10 00
RIVIERA. (Pat. pend.) Double; orange-scarlet; very large.....	2 00	20 00
R. M. S. QUEEN MARY. (Pat. 249.) Glorious combination of pink, salmon, and orange.....	1 50	15 00
ROCKET. (Pat. 171.) A continuous bloomer. Bright red.....	1 00	10 00
RONARD. (Pat. 284.) Striking yellow and scarlet.....	1 50	15 00
SATAN. (Pat. pend.) Velvety carmine.....	1 50	15 00
TEXASCENTENNIAL. (Pat. 162.) Color blood-red, toning to cerise-red.....	35	3 50
WHITE BRIARCLIFF. (Pat. 108.) Absolutely pure white Hybrid Tea.....	1 00	10 00
YOSEMITE. (Pat. 109.) Double; scarlet-orange.....	1 00	10 00
ZULU QUEEN. (Pat. pend.) Dusky maroon.....	1 50	15 00

3 PLANTS OF ONE VARIETY
AT DOZEN RATE

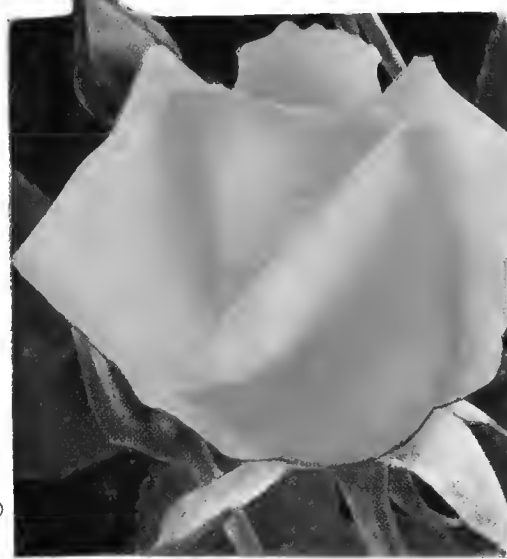
JACKSON & PERKINS COMPANY

World's Largest Rose Growers

Dept. WF NEWARK, NEW YORK STATE



REX ANDERSON. (Pat. pend.)
Exhibition white
Each \$1.50; \$15.00 per dozen



GLOAMING. (Pat. 137.)
Exhibition pink
Each \$1.00; \$10.00 per dozen



McGREDY'S SUNSET. (Pat. pend.)
Gorgeous as an Irish sunset
Each \$1.50; \$15.00 per dozen



ECLIPSE. (Pat. 172.)
The yellow Rose with streamlined buds
Each \$1.25; \$12.50 per dozen



COUNTESS VANDAL. (Pat. 38.)
Most loved of all new Roses
Each \$1.00; \$10.00 per dozen



MME. JEAN GAUJARD. (Pat. pend.)
Lovely two-tone
Each \$1.50; \$15.00 per dozen

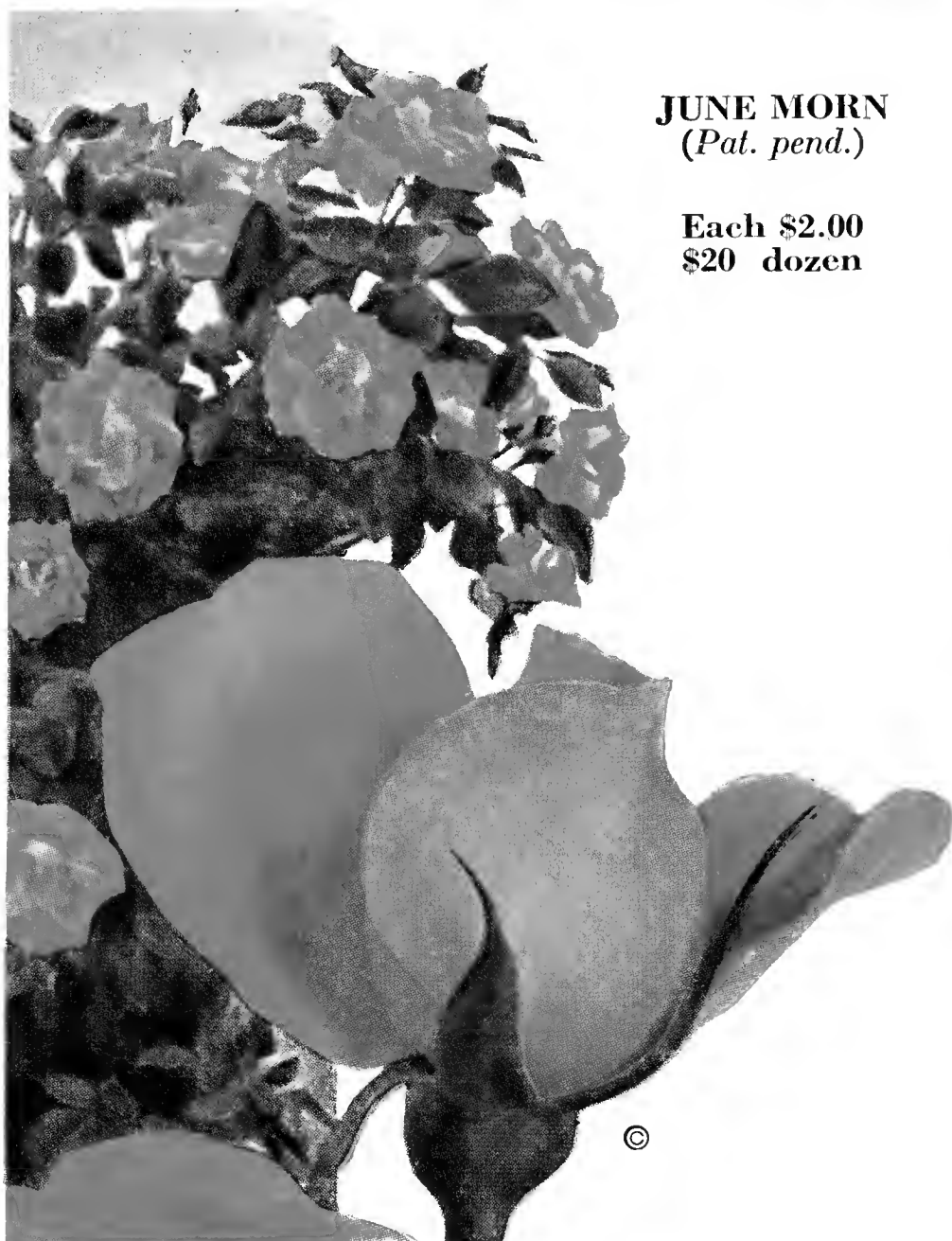


SIGNORA. (Pat. 201.)
Improved Hoover
Each \$1.25; \$12.50 per dozen



ROME GLORY. (Pat. 304.)
Mammoth red
Each \$1.50; \$15.00 per dozen

An amazing New Climber
at the World's Fair **JUNE MORN**



JUNE MORN
(Pat. pend.)

Each \$2.00
 \$20 dozen

Other Fine J. & P. Climbers

BLAZE. (<i>Pat. 10.</i>) Hardy, scarlet, ever- blooming Climber	Each \$1 00	Dozen \$10 00
NEW DAWN. (<i>Pat. 1.</i>) Everblooming Dr. Van Fleet. Pink	1 50	15 00
DOUBLOONS. (<i>Pat. 152.</i>) A radiant yel- low Climber; double; vigorous	1 50	15 00
PRINCESS VAN ORANGE. (<i>Pat. 106.</i>) Dazzling orange-scarlet Rambler	1 00	10 00
FLASH. (<i>Pat. pend.</i>) Vivid orange-scarlet . .	1 00	10 00
CLIMBING SUMMER SNOW. (<i>Pat.</i> <i>pend.</i>) Clear white, double flowers. Fin- est white Climber	1 50	15 00

Special Group Offer "C"

1 BLAZE

1 DOUBLOONS

1 JUNE MORN

(Regular value \$4.50)

Special

\$3.75

JACKSON & PERKINS COMPANY
NEWARK, NEW YORK STATE